FLORIDA
EAST COAST

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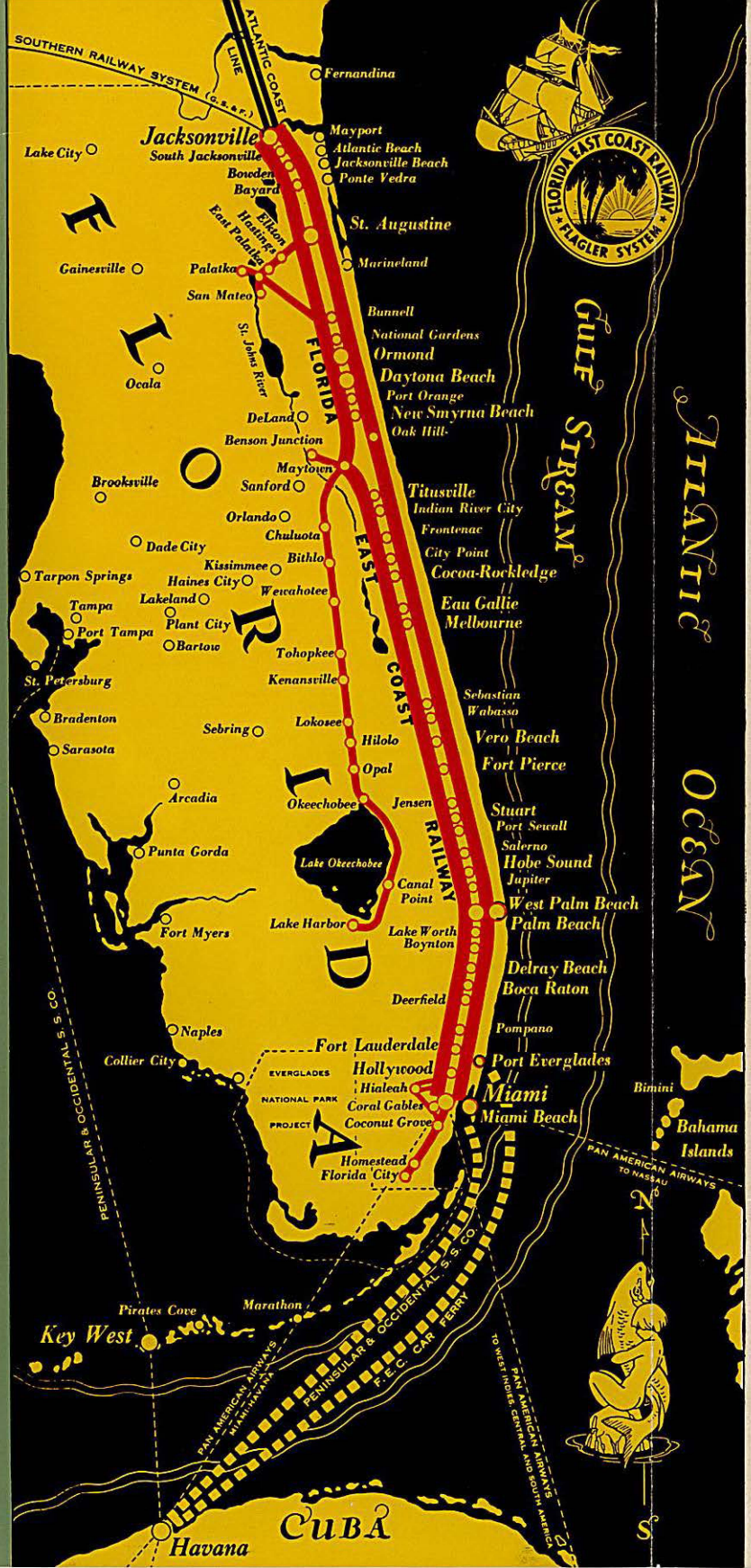


THE REAL "SPEED-WAY" SOUTH

The Florida East Coast Railway directly serves the entire East Coast of Florida. It is the only double track route through the state, and is by 60 miles the shorter rail route between Jacksonville and Miami.

Two main line tracks, one for southbound trains, the other for northbound traffic, both safety signal equipped, make this the real "Speed-way" south. Due to these, and other modern advantages, the Florida East Coast Railway provides with safe, restful ease, the fastest service available to and from Miami, Hollywood, Ft. Lauderdale, West Palm Beach and other East Coast points south of Jacksonville.

All principal trains operated by the Florida East Coast Railway are now completely air-conditioned both winter and summer. They afford clean, quiet, travel luxury and every convenience whether you occupy coach or Pullman accommodations.

Those making their first trip to the East Coast of Florida will be interested to know that this rail line alone passes through historic old St. Augustine; the deservedly popular beach resorts of Ormond Beach and Daytona Beach; and the attractive towns and interesting citrus groves along the famed Indian River, a section all who visit Florida will wish to see.

As a pioneer on this coast, instrumental in founding Miami and West Palm Beach, the Florida East Coast Railway delivers its passengers conveniently to the heart of these cities and all other communities served by it.

In arranging your transportation you will do well to specify "via Florida East Coast", the fast, direct, scenic way along the ocean shore.

J. D. RAHNER
General Passenger Agent
St. Augustine, Florida

PRINTED IN U.S.A.

(left) A large "Travelers' Palm" at Vero Beach. The "Travelers' Palm" is so named because water may be obtained by tapping the base of the stems.

Palm-fringed lagoons are characteristic of the Florida East Coast

FLORIDA

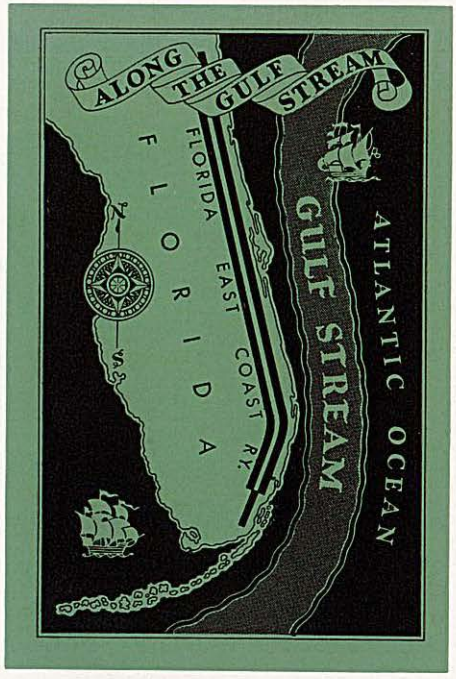
A Good Place to Visit and Establish a Home

Everyone yearns to eventually see Florida, that land of palms, sunshine and flowers where life is so pleasant and comfortable. Perhaps you, too, have felt this urge and soon may join those who in winter find it a happy refuge from ice and snow, or in summer have discovered its delightful beaches and cooling sea breezes.

The reasons for Florida's growing favor as a place of residence and vacationland are many. Freedom from uncomfortable extremes of heat and cold make it a place where one can happily follow a more healthful, natural and pleasant mode of living the year around. There is about it a certain lure and fascination, like that of far-off tropical coasts, but without their disadvantages. Florida is still, for the most part, uncrowded and unspoiled by intensive commercial development and its attendant hustle and bustle, but lacks none of the conveniences and refinements of modern life. Part of its charm is its restfulness and informality, wealth of open spaces and room to play.

In Florida, absence of winter fuel bills, wholesome outdoor diversions rather than costly indoor amusements, plus the abundance of locally grown fruits and vegetables, and other economies made possible by favorable natural conditions, tend to appreciably reduce the cost of living. Your dollar buys relatively more comfort and enjoyment here than elsewhere. Your Florida visit or home can be as inexpensive as you care to make it. And best of all, in relation to most of the United States, Florida is not as far away as you may have imagined. Fast trains whisk you there almost overnight. The trip, considering the complete change of climate and environment attained, involves a minimum of travel time and expense.

These and innumerable other advantages invite you to come and sample Florida for a vacation, sightseeing trip, or with the idea of making it your winter or permanent home.



The EAST COAST of Florida

Although the entire State of Florida is attractive, the East Coast or ocean side of this peninsula has distinctive qualities as to climate, healthfulness, natural beauty, and variety of diversions, which have hastened its development as a resort and residential section. It embraces the ocean shore of Florida, a beautiful stretch of somewhat irregular coast, broken by bays and lagoons, extending almost 400 miles, from the mouth of the St. Johns River down to, and beyond Miami.

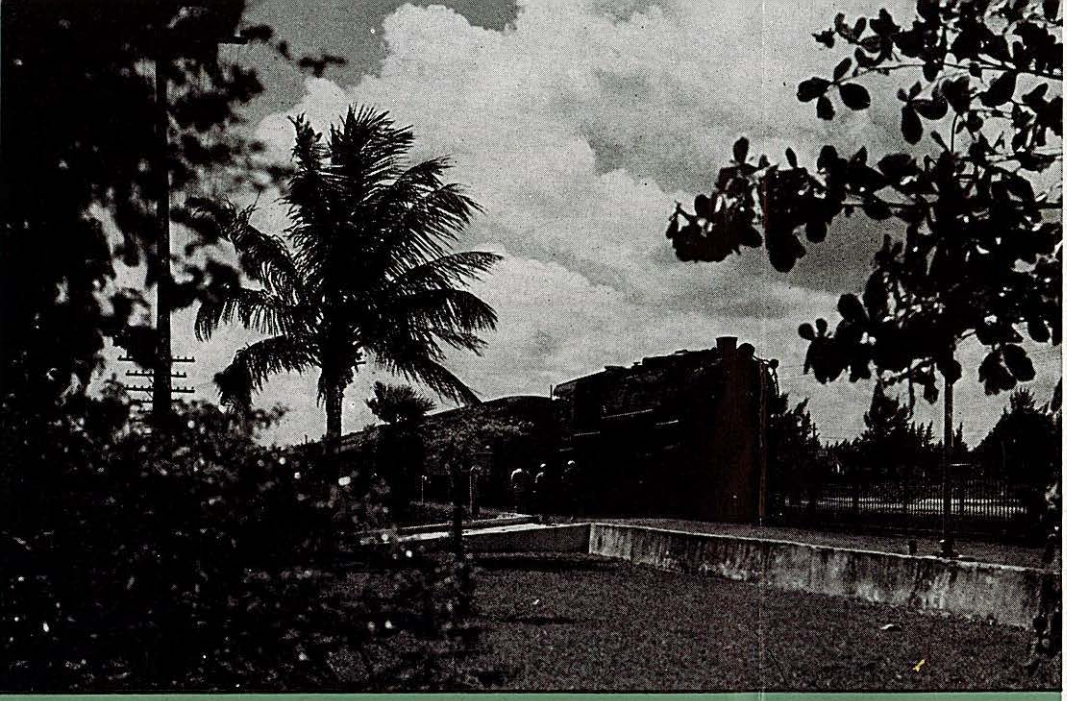
On this coast, as indicated by the maps in this booklet, the Gulf Stream casts its magic influence of winter warmth and mildness, borne by the winds which blow over it. Along the lower East Coast of Florida, this remarkable ocean current flows just a few miles off shore, creating thoroughly subtropical conditions. In summer the Florida East Coast is likewise favored, being fanned by almost constant cooling trade winds from the sea.

The proximity of the sea adds considerably to the healthfulness of this section. The adjacent shore receives a steady supply of pure invigorating sea-washed air, while the clarity of the atmosphere results in sunshine rich in therapeutic ultra-violet rays. All of the localities on the East Coast of Florida enjoy the further advantage of marvelous, nearby beaches, ideal for surfbathing and suntanning, which here may be pursued practically the year around. Numerous bays and lagoons, beyond which lie barrier islands, provide its justly famed fishing, boating and yachting, supplementing the ever-present golf, tennis, shuffleboard, motoring, etc., found at all resorts.

A wealth of waterways lend to the Florida East Coast enchanting natural beauty. Portions of its palm-fringed shores remind one of the South Sea Isles or coasts of the Mediterranean. Changing in hue with each hour and cloud, sea, bay and lagoon are in themselves restful and fascinating to behold.

The East Coast of Florida is versatile in character. Because of its extent and the variety of communities found along this 400-mile seashore, it appeals to many classes and types of people. One may choose between the larger and more prominent resorts, or discover the home-like comfort of scores of smaller towns where living costs are proportionately lower. Whether you come to seek rest or activity, seclusion or social gayety, or to follow some particular sport dear to your heart, you can be equally satisfied. Within each individual locality exists an abundance of accommodations for visitors, a variety of good hotels, furnished apartments, cottages and rooms. You can live as economically or luxuriously as your taste and means may dictate.

Tropical romance and glamour overnight from New York



A Florida East Coast Railway train en route through the Land of Palms

You Can Be There Tomorrow Safely by Train

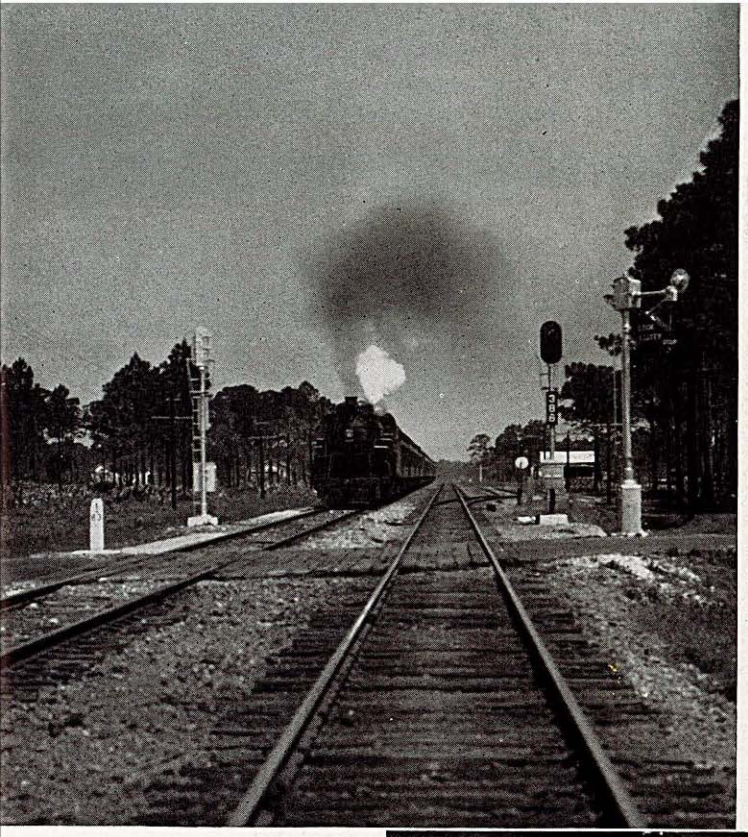
In miles the East Coast of Florida may seem quite far away, but in actual travel time on swift, luxurious trains it becomes surprisingly near. From a large portion of the United States one may leave today and arrive on this coast tomorrow.

Considering time spent en route, safety, restfulness, general comfort and convenience, travel by train to Florida is much to be preferred. Should you undertake to cover this distance by highway, it would involve at least several tiring days on the road, overnight stops, exposure to many hazards and uncertainties. The rail trip is days shorter, more comfortable, safe and sure. You arrive fresh and rested rather than so tired that still further time may be wasted in recuperating. The days saved going and returning by train may be added to your stay in Florida, an important consideration if your time is limited.

Finely equipped, air-conditioned through trains and Pullman lines serve all principal points on the East Coast of Florida from New England, New York and the eastern part of the United States, from Chicago and Mid-Western cities. The double track Florida East Coast Railway and the double track Atlantic Coast Line constitute the only two-track route to Florida from the East through Richmond, Va. Over this modern, two lane, safety protected speedway, a number of the fastest Florida trains are operated. Even from sections as distant as Boston and New England, the journey involves but one night en route.

On a round-trip basis rail fares to the East Coast of Florida are quite economical, affording a choice of 18-day or 6-month limit tickets. At even less expense one may travel in air-conditioned, individual reclining seat coaches. Through de luxe coaches are now available over the Atlantic Coast Line Railroad and Florida East Coast Railway on fast daily trains between New York, Washington and Miami. From Chicago and the Central West, air-conditioned coaches connect at Jacksonville with those on swift trains down the Florida East Coast to Miami and intermediate points.

Persons desiring to take their car with them for use in Florida, without enduring the long tiring drive down and back, may now do so conveniently at no great expense. Purchasers of three or more coach tickets, or two or more unrestricted tickets for their own use, can ship their car by fast freight at a cost of just one extra, one-way ticket at 4 cents per mile. All railway agents will gladly explain the details of this simple and popular arrangement.



The Florida East Coast Railway has two main line tracks between Jacksonville and Miami. Southbound trains move on one track, northbound trains on the other, making possible greater speed and safety

Sound motion pictures are a feature in the recreation-entertainment cars on the Florida Special. At other times these cars are given over to lounging, bridge and other games under the direction of an experienced hostess

(right) One of the comfortable through de luxe, air-conditioned coaches operated over the Florida East Coast Railway and Atlantic Coast Line between New York, Washington and Miami

Florida East Coast Railway Alone Serves the ENTIRE East Coast of Florida

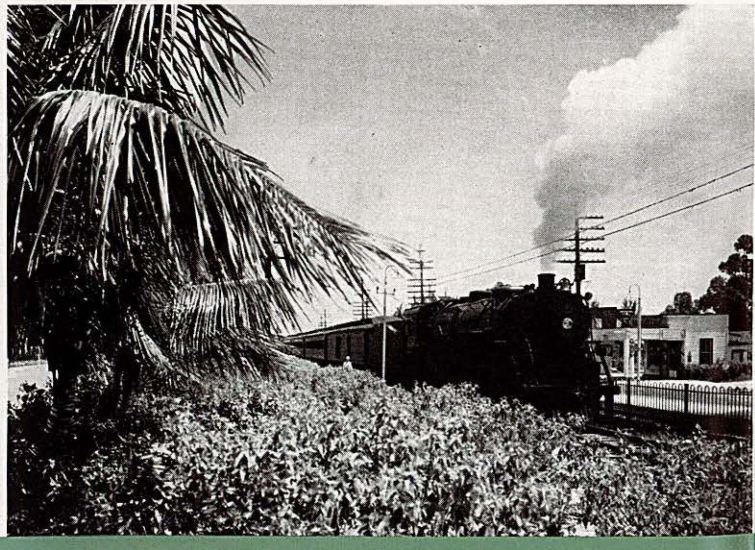
Only when your ticket is routed "Florida East Coast Railway" may you conveniently reach ANY point on the East Coast of Florida. Skirting this ocean shore for its entire length, from Jacksonville on the north to below Miami on the south, the two main line tracks of the Florida East Coast Railway directly serve ALL of its attractive cities and communities. This is a distinct advantage should you desire to stop off at some of the many interesting places en route such as St. Augustine, Ormond and Daytona Beach, or points along the famed Indian River. All classes of tickets carry such stop-over privileges providing they are routed via "Florida East Coast Railway."

A trip down the East Coast of Florida naturally begins at Jacksonville, its northern terminus. Jacksonville has a fine Union Station into which all rail lines serving Florida operate, thus simplifying travel through this gateway. Usually it is not necessary to change trains here as many through trains and Pullman cars operate through to Florida East Coast destinations.

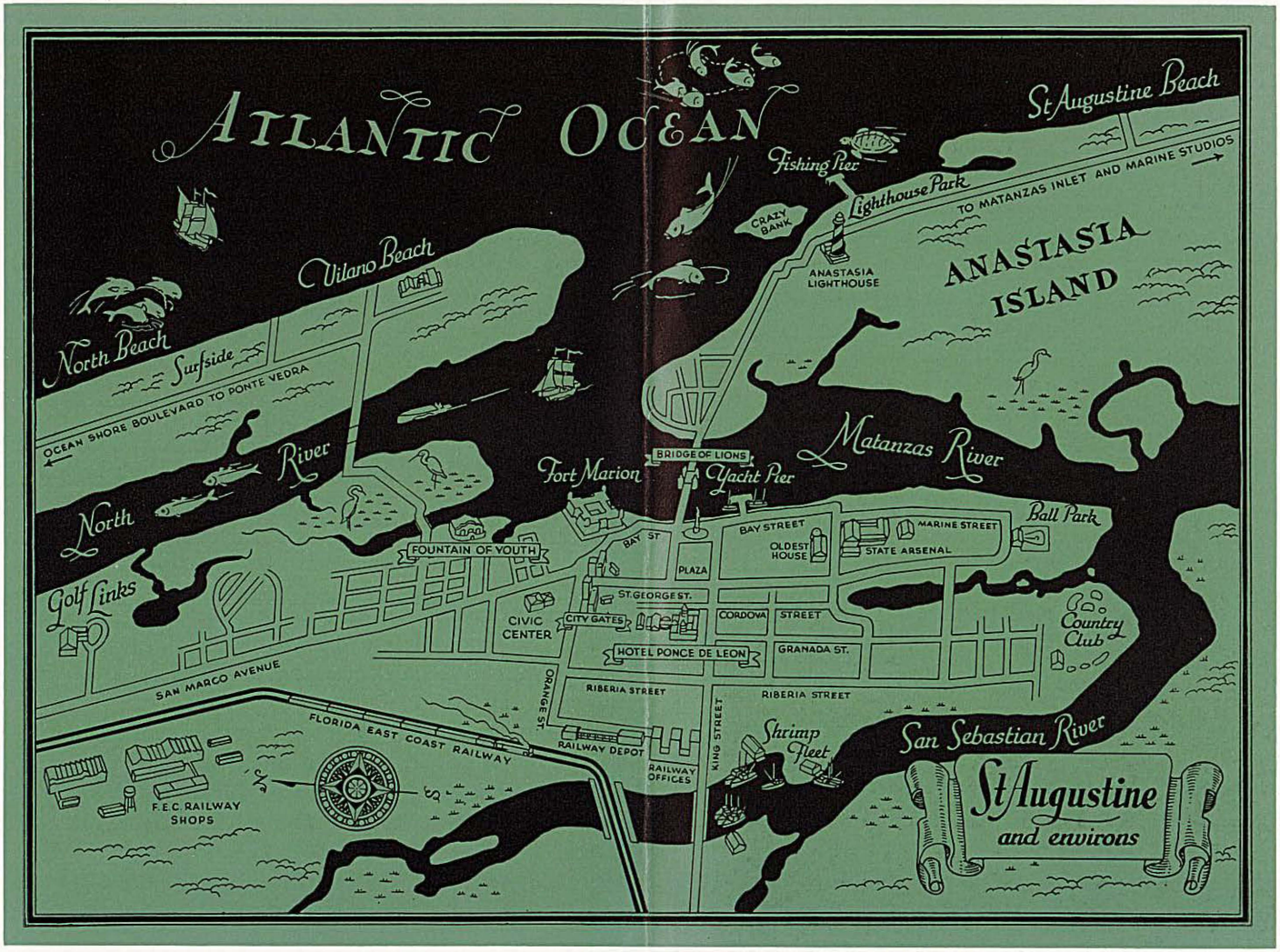
With a population of around 150,000, Jacksonville is Florida's leading railroad and distributing gateway, enjoying an advantageous location 20 miles up the navigable St. Johns River. Soon after leaving the Union Station, Florida East Coast Railway trains cross a massive double track bridge over the majestic St. Johns River, revealing a fine view of the city's waterfront.

Although primarily a business city, Jacksonville has much residential and resort appeal, as reflected in its park, fine hotels, lovely residential districts, yacht clubs and golf courses. Nearby on the ocean shore are Jacksonville and Atlantic Beaches with their typical beach amusements, cottage colonies and hotels.

[8] At Florida East Coast resorts bathing suits are common winter attire



Palms and other tropical vegetation may be seen from your train



ST. AUGUSTINE—The Florida East Coast Railway is the only rail line which takes you to St. Augustine, one of the most unique and interesting places in the entire South. Less than an hour's train ride from Jacksonville brings you to this quaint city, famed as the oldest in the United States.

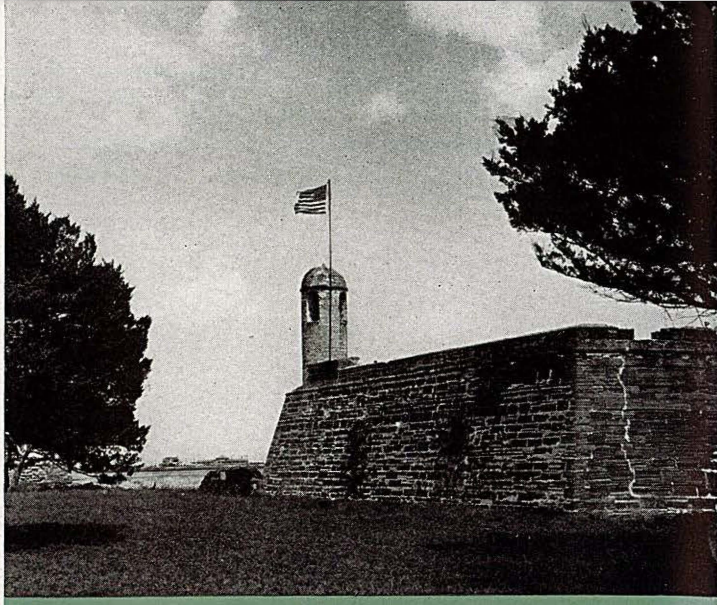
Many evidences of St. Augustine's storied past and Old World origin have survived modernization. Its medieval, moat-surrounded Castle of San Marcos frowns upon the bay as it did in days of yore. Nearby stands the old city gateway, reminder of the time when St. Augustine was a walled town. From the Plaza, where the old cathedral looks down, lead quaint narrow streets along which, here and there, may be noted bits of old garden wall and an occasional overhanging balcony, that further accent its Old World charm. Beyond spread the newer residential districts.

Plans are now under way to fittingly restore much of the older section of St. Augustine for which research work is now being carried on under the direction of the Carnegie Institution of Washington, D. C.

Besides its history, St. Augustine offers a great deal more to every type of traveler. Its surrounding waters afford fine fishing and yachting. On its golf courses

An example of St. Augustine's interesting Spanish architecture

Entrance court of the magnificent Hotel Ponce de Leon



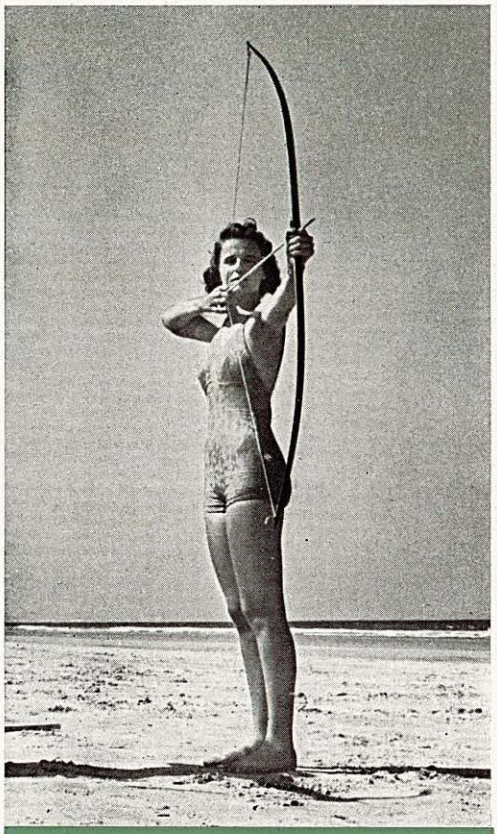
St. Augustine's ancient fort still guards approach by sea

leading amateurs and professionals compete in a series of National tournaments. Across Matanzas Bay lie excellent nearby beaches and island districts where a new ocean pier is under construction.

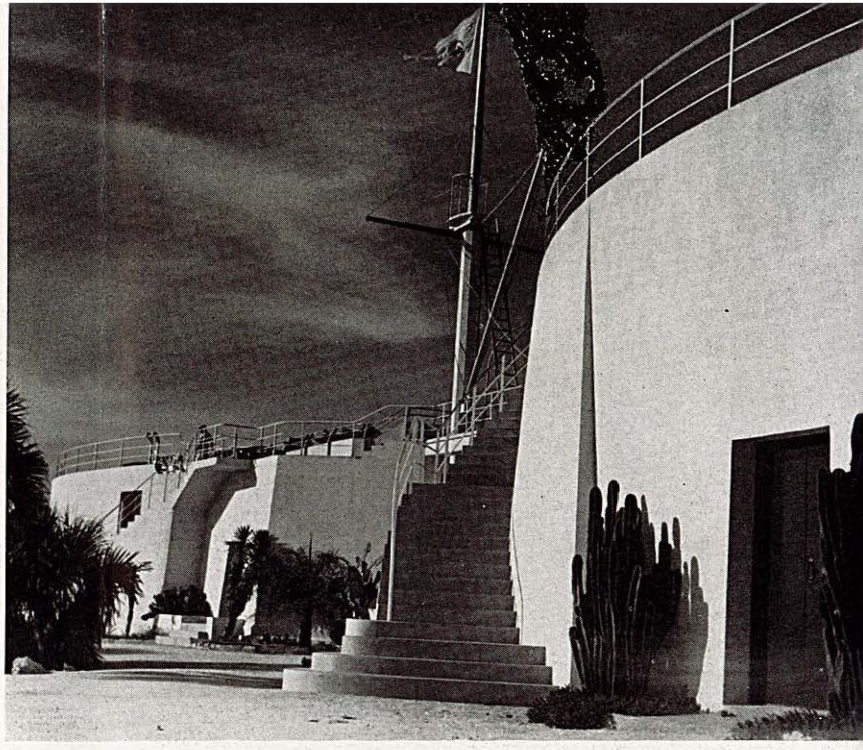
Many hotels, boarding houses, restaurants and tea rooms cater to St. Augustine's constant influx of visitors. The magnificent Ponce de Leon Hotel, a splendid example of Spanish Renaissance architecture, occupies spacious grounds in the heart of the city. As the center of the shrimp fishing industry St. Augustine is famed for its delicious seafoods and characteristic Spanish dishes, the recipes for which have been handed down for generations.

The climate is delightful both summer and winter. The winters, although mild, are somewhat cooler than farther south, but healthful and invigorating. In summer, cool sea breezes, wonderful beaches, surf-bathing and fishing bring numerous visitors to this Florida seashore.

PONTE VEDRA, a seashore resort midway between Jacksonville and St. Augustine, is accessible by highway from either of these points. Comprising a sporty golf course, colony of beach cottages, club house, large swimming pool on the edge of the beach, cabanas and comfortable inn, Ponte Vedra affords excellent accommodations, restful surroundings and varied amusements.



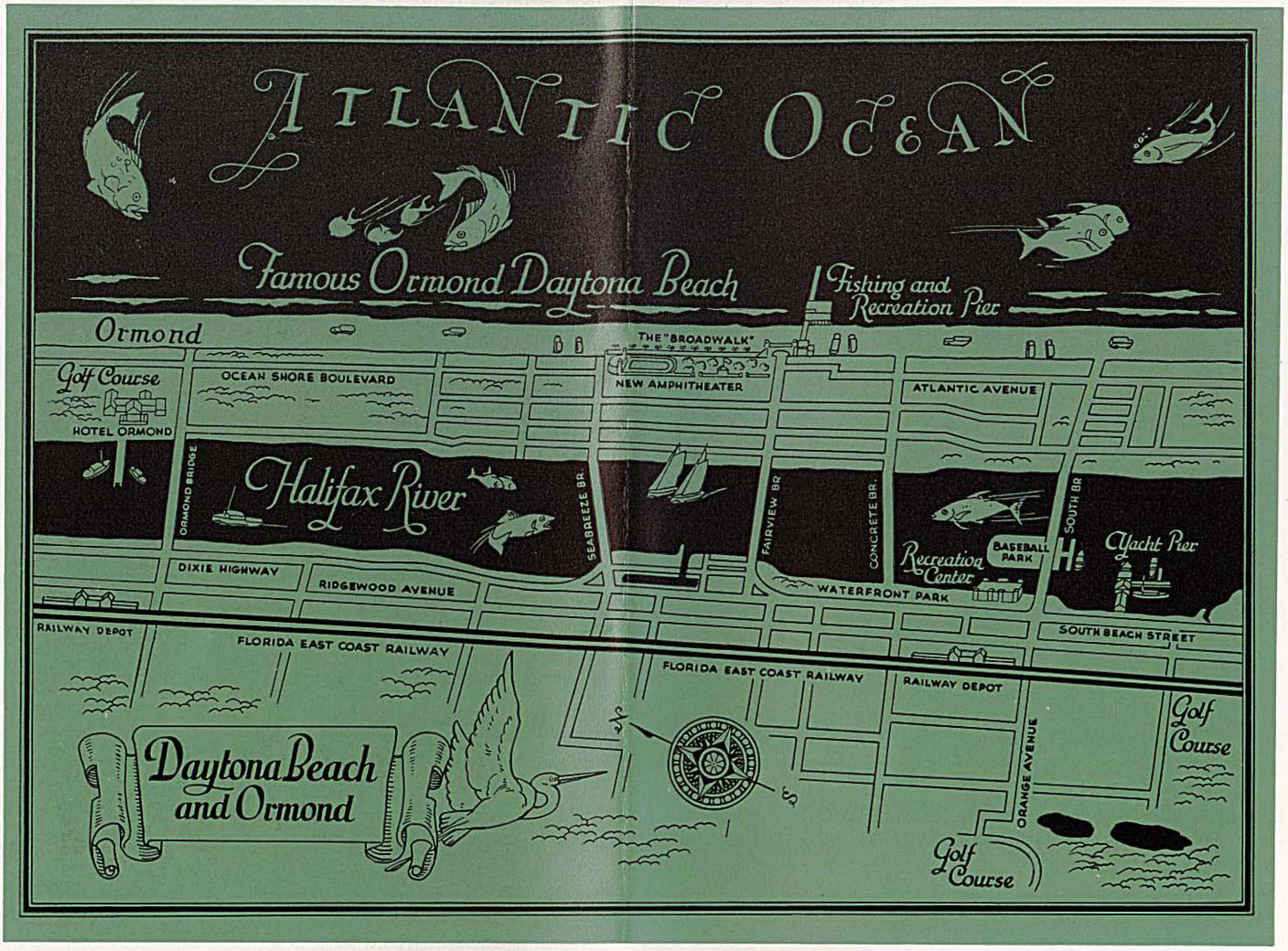
Archery is a popular sport at The Inn, Ponte Vedra Beach, mid-way between Jacksonville and St. Augustine

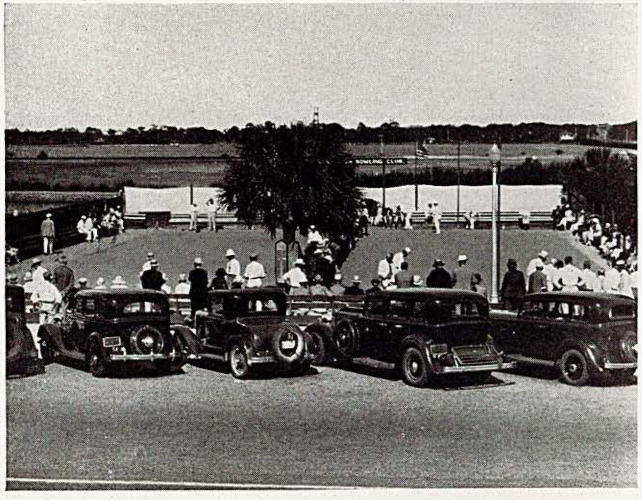


Exterior view of the huge aquarium tanks at Marine Studios

MARINE STUDIOS, MARINELAND: On the ocean shore boulevard, 18 miles south of St. Augustine, Marine Studios ranks as the world's largest aquarium and only specially designed underwater motion picture studio. It consists of two huge tanks through which water from the nearby ocean is constantly circulated. Through 200 portholes arranged in the sides of these tanks at different levels, a growing collection of fish and marine life may be studied and photographed under almost natural conditions. An adjacent Marine Village provides modern tourist accommodations. Marineland is reached via the Florida East Coast Railway to St. Augustine, thence motor car service.

A part of the Ancient City from the Bridge of Lions





Outdoor bowling green, Daytona Beach

ORMOND BEACH, fifty miles south of St. Augustine, lies between the ocean and Halifax River on Pelican Island, and is served directly by the Florida East Coast Railway. Here a cottage colony surrounding Hotel Ormond has long been a favored spot. Shaded trails and drives lead through the live oaks, magnolias and orange groves of the vicinity making riding a delightful pastime. Ormond's beach, a continuation of that of Daytona, and its seaside golf course are justly noted. Amid such surroundings spread the spacious grounds and broad verandas of Hotel Ormond, one of the distinguished Flagler System hotels.

A typical expanse of the marvelous beach for which Ormond and Daytona are famous

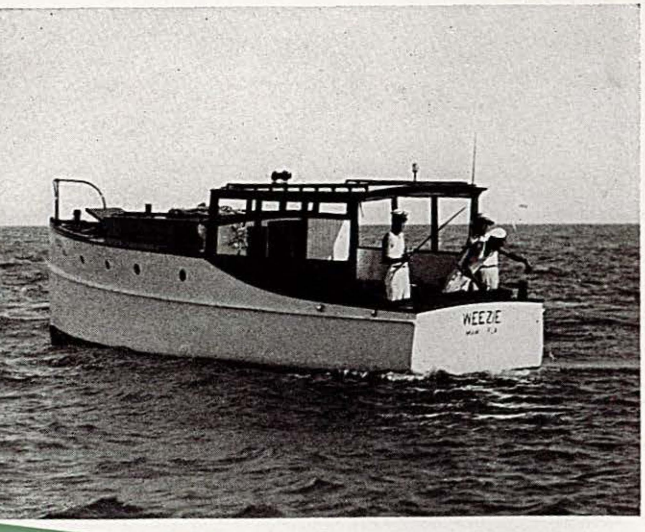
DAYTONA BEACH, just south of Ormond, occupies a wide area on the mainland and peninsular shores of the Halifax River. It enjoys prominence both as a winter and summer resort. Moss-hung oaks, magnolias and palmettos lend their generous shade to its wide residential streets. Fine provisions exist here for the accommodation and entertainment of visitors. A large recreational center and park border the river front. Good golf courses are nearby.

Just across the Halifax River, connected with the mainland by four bridges, a populous beach section affords further amusements and housing accommodations. Here the world-famous Ormond-Daytona beach extends for 23 miles, packed as smooth and hard as a cement highway, at times 200 feet wide. Nothing could be more ideal for surfbathing, motoring and beach amusements. Automobile speed trials and races are frequently held on this remarkable stretch of ocean sand.

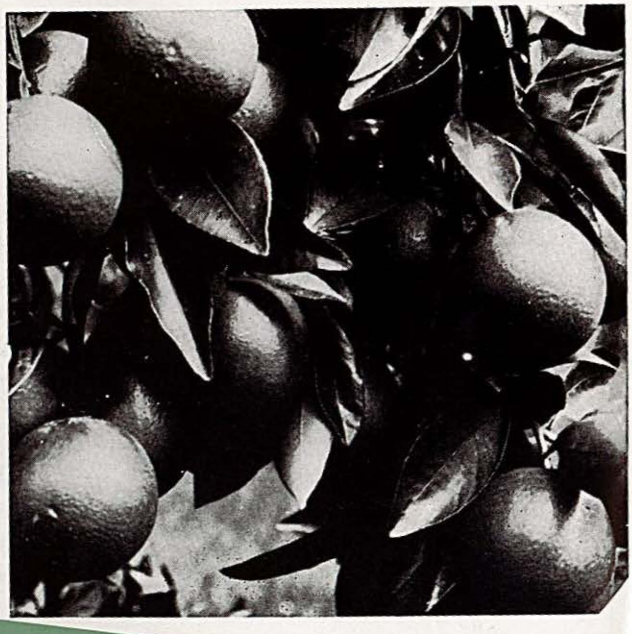
Anglers will find plenty to entertain them in the waters surrounding Daytona Beach. Cool seabreezes, excellent surfbathing, an ocean pier, promenade and other extensive beach developments have made Daytona Beach popular in summer as well as winter.

A dip in the surf adds zest to life

For miles the Indian River winds through country such as this



Indian River waters reward the fisherman



A part of the Indian Riv

The drives along the Indian River are strikingly beautiful

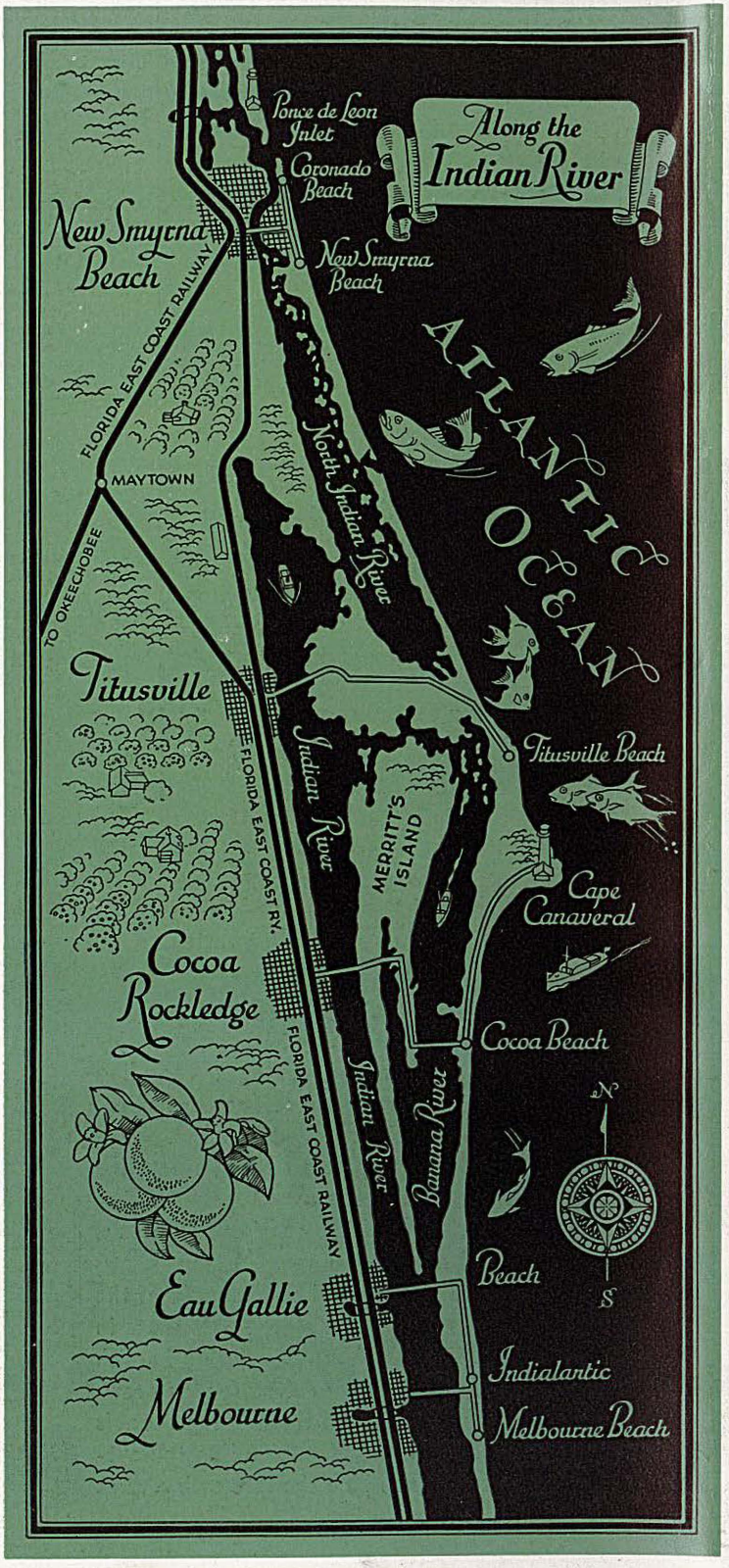
Along Indian River's Shore

From New Smyrna Beach to Jupiter, the Florida East Coast Railway follows the shores of the beautiful Indian River, a long salt-water lagoon, miles wide in some places, narrow in others, and 165 miles in length. Pretty towns nestle on the mainland shore of this river, while on the east it is bordered by a fringe of narrow green islands, with their ocean beaches. As the river is shallow it is crossed by bridges wherever the towns are located, making the islands and beaches very accessible.

All of this district is checkered with orange and grapefruit groves, interspersed with rich hammock lands. Certain soil and climatic conditions give the fruit grown along the Indian River a superior size and quality so that the name "Indian River" fruit is widely known.

The comfortable towns located on Indian River enjoy unusual residential and resort advantages, including fine facilities for boating, fresh and salt-water fishing, hunting, adjacent and easily reached beaches. Good schools and modern civic improvements characterize them as wholesome places to live as well as visit. Accommodations comprise small but comfortable hotels, boarding houses and cottages.

NEW SMYRNA BEACH, located on the banks of the North Indian River, is one of the older settlements in Florida. Here in 1767, a Dr. Turnbull, during English rule in East Florida, established a colony for the growing of indigo and sugar. Some of the drainage canals dug at that time are still in evidence and on the outskirts of New Smyrna Beach hide the interesting ruins of an Old Spanish mission.



Like Daytona Beach this town has attractive, well-shaded streets, many provisions for entertaining visitors, such as shuffleboard and tennis courts, a golf course, and fine little yacht club. Bridges connect it with nearby beaches. Surrounding waters afford fine fishing.

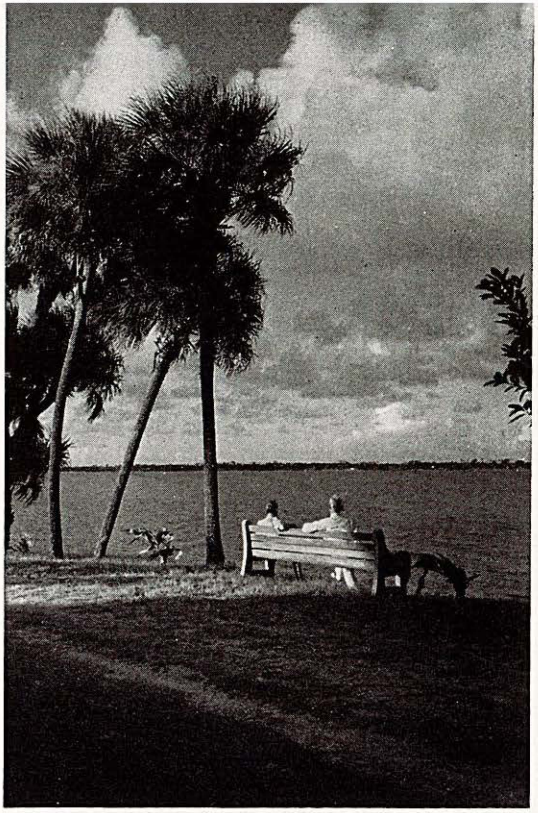
At New Smyrna Beach, a branch line of the Florida East Coast Railway penetrates inland to Lake Okeechobee, and around the east shore of this large body of fresh water, tapping a very rich agricultural region in which vast quantities of sugar cane and winter vegetables are produced.

TITUSVILLE, population 2,500, is the first town of importance on the Indian River, 29 miles south of New Smyrna Beach. It is a shipping point for fruit, fish and vegetables, the county seat of Brevard County. A free bridge links it with a fine beach.

COCOA and ROCKLEDGE, combined population 4,000, are adjoining communities served by one railroad station. Cocoa profits as the commercial center of a rich agricultural district and as the gateway to Merritt's Island, which lies across the Indian River. This island, 32 miles long and up to 8 miles in width, produces luscious fruits and vegetables. Both Cocoa and Rockledge have long been popular as resorts, affording golf, good fishing, yachting and surfbathing amid picturesque surroundings. Fine homes line the beautiful drive which winds along the Indian River shore through these communities.

EAU GALLIE, population 1,200, seventeen miles south of Rockledge and six miles north of Melbourne, faces the Banana River where it rounds the southern end of Merritt's Island. Numbered among its attractions are a golf course, splendid fishing, yachting and convenient beach.

MELBOURNE, population 3,000, is a modern, progressive little city, overlooking the Indian River just midway between Jacksonville and Miami. An 18-hole golf course, nearby bathing beach, fresh and salt-water fishing, yacht club and good dockage bring it many visitors. Cottages, rooming houses and attractive residences supplement its several good hotels. Opposite Melbourne on the ocean shore is the comfortable Indialantic Hotel, nearby beach and golf course.



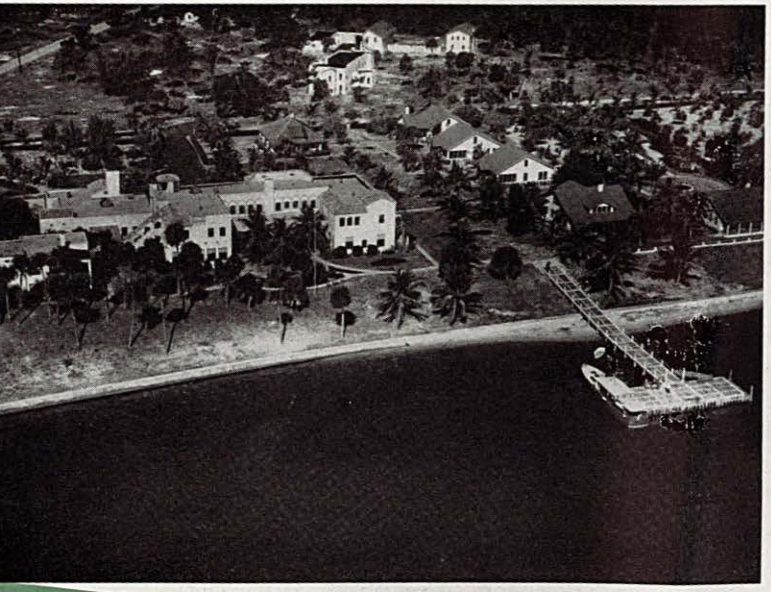
Looking across the River from Cocoa toward the low-lying shores of Merritt's Island

Playing croquet at one of the many recreation parks

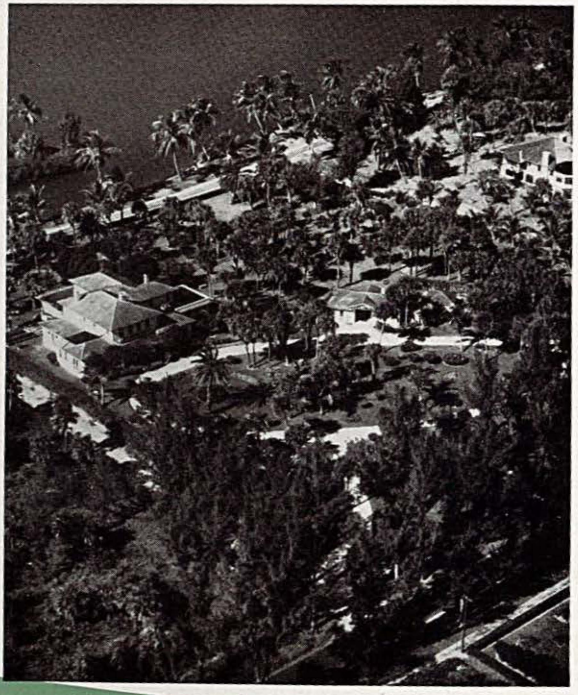
The Indian River affords over one hundred miles of protected yachting waters

In McKee Jungle Gardens at Vero Beach

Shuffleboard is one of the many pastimes enjoyed at Indian River communities



Along the St. Lucie River at Port Sewall just south of Stuart



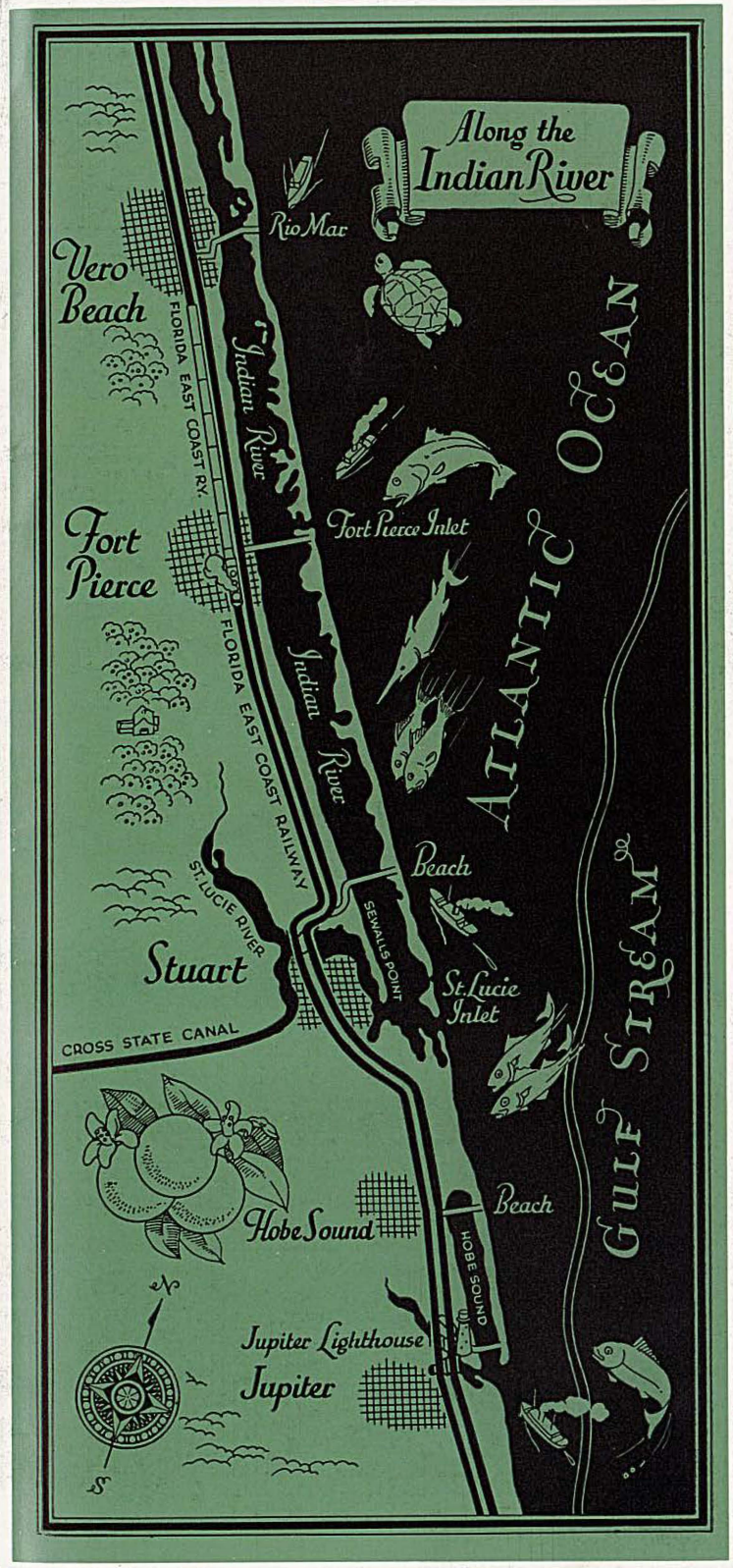
Residences on the shores of

VERO BEACH, population 3,000, occupies fine hammock land on the Indian River in the midst of many orange and grapefruit groves. A bridge across the Indian River "Narrows" links this neat, well-kept town with a beach section. Fishing, golf, surfbathing and other sports constitute its year around diversions. On the outskirts of Vero Beach is McKee Jungle Gardens, a large tract of beautiful tropical, but snakeless jungle, in which a variety of native and rare plant specimens are to be seen in an appropriate natural setting. Vero Beach is particularly proud of its extensive, centrally located park providing tennis, shuffleboard, bowling, horse-shoe pitching, and a well-equipped children's playground.

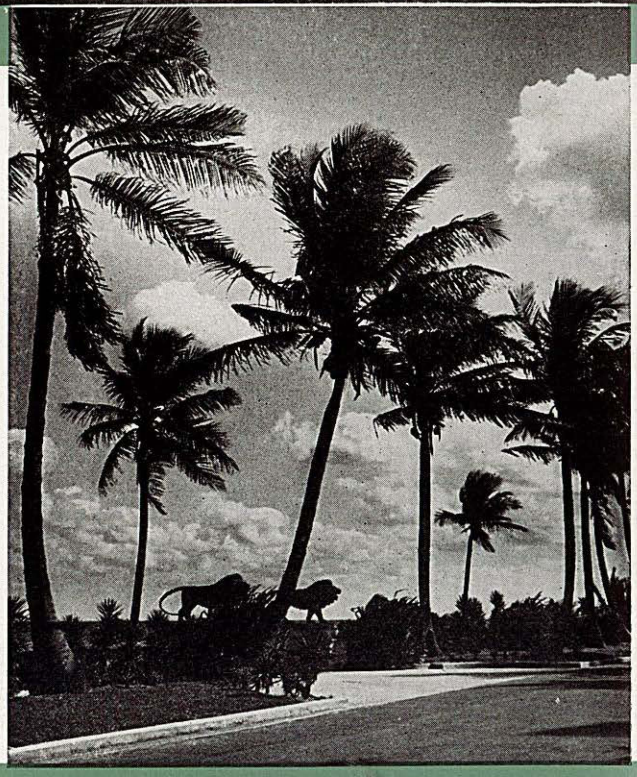
FORT PIERCE, population 6,500, combines resort appeal with good residential and business qualities. Large quantities of fruit, vegetables and fish are shipped from this point by rail and water. A deep channel permits ocean-going ships to enter. Only two miles separate the business section of Fort Pierce from island beaches across the river. Fishing provides both an industry and a pastime. Golf courses, tennis courts and other civic facilities diversify its amusements. It has several good hotels.

STUART, population 2,000, is noted as an excellent locality for fishing and issues an informative Fishing Guide. It faces an ocean inlet and the St. Lucie River almost surrounds it. Stuart has been frequented by such famous anglers as Presidents Arthur, Cleveland, Theodore Roosevelt, Taft and Harding. A good golf course, up-to-date hotels and ample yachting facilities are numbered among its attractions. It is the eastern terminus of a cross-state canal, navigable for yachts and smaller boats. At Port Sewall, two miles south of Stuart, the Sunrise Inn and cottages face the St. Lucie River near the inlet.

HOBE SOUND: On Jupiter Island, is a particularly attractive section bordered on one side by a long narrow lagoon, known as Hobe Sound, and on the other by the sea and surf. Island Inn, center of this development provides it with a beach club and golf course. On the shores of Hobe Sound spread the grounds of many beautiful residences, whose occupants have fine yachting, fishing and bathing at their very door.

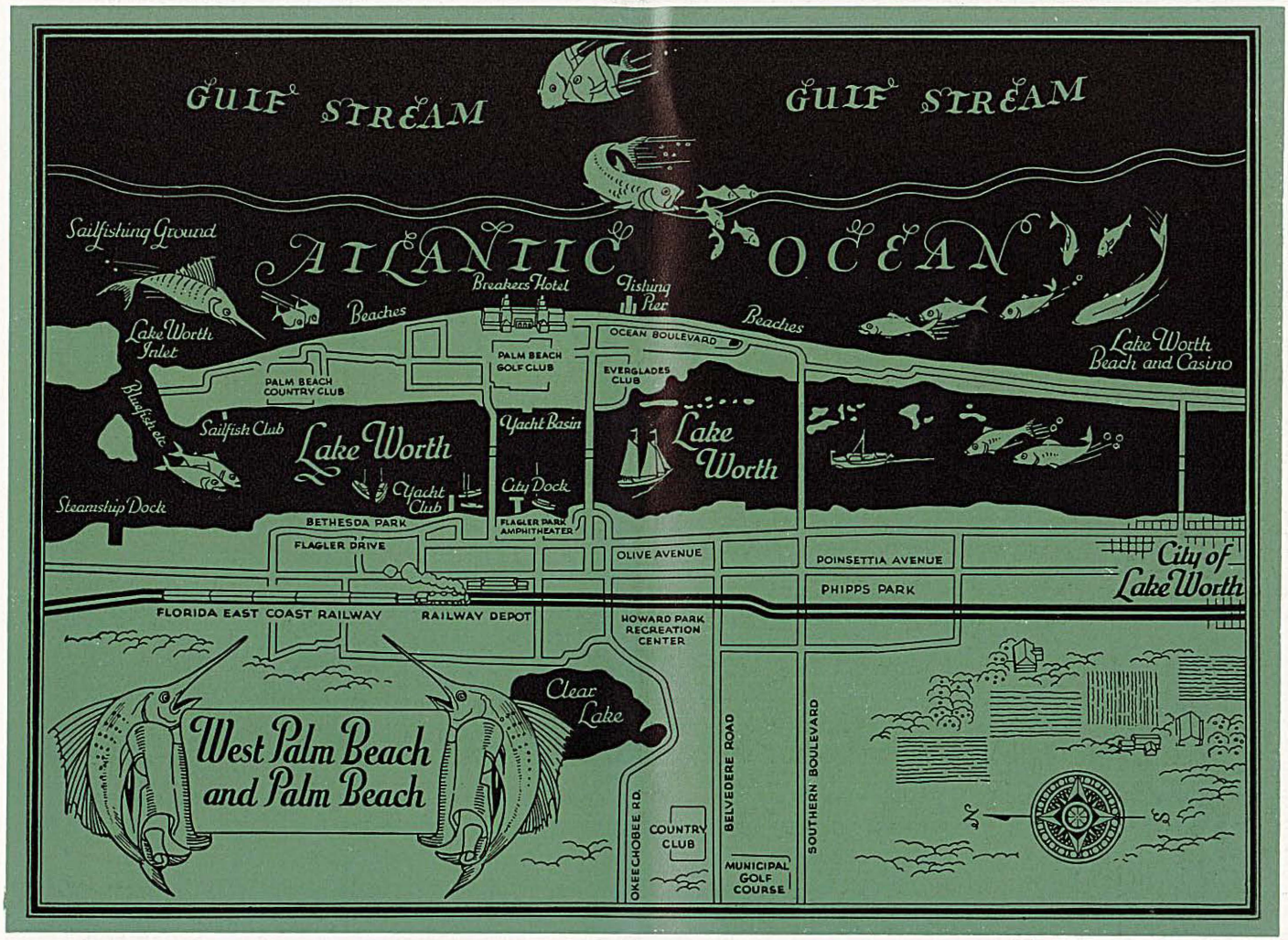


Facing the sea at Palm Beach is the luxurious Breakers Hotel and Casino



Where winter becomes only a memory

West Palm Beach from across Lake Worth



Palm Beach and West Palm Beach

PALM BEACH, renowned among winter resorts, occupies a peninsula between Lake Worth and the sea, 300 miles south of Jacksonville. Across from it, on the mainland, lies West Palm Beach.

Generally conceded to be the fashionable wintering place of America, everything about Palm Beach conveys an impression of luxury, beauty and magnificence. Not the least of its charm is due to its profusion of graceful coconut palms from which it derives its name. Palatial homes and estates line its palm-shaded streets and drives. Imposing hotels and clubs rise above its tropical foliage. On the west side of Palm Beach yachts ride at anchor on Lake Worth, and on the east a jade-green surf breaks gently on its fashionable beaches. Aside from exclusive shops, commercialism has been tastefully excluded. Skilful landscaping and perfect care have transformed it into an immense tropical garden.

Standing on the ocean shore at Palm Beach one can readily discern the deep blue hue of the Gulf Stream a few miles away. This accounts for its remarkable mild climate and warm surf, which make bathing delightful all winter long. Palm Beach, of course, has complete provisions for rest and recreation—beautifully land-

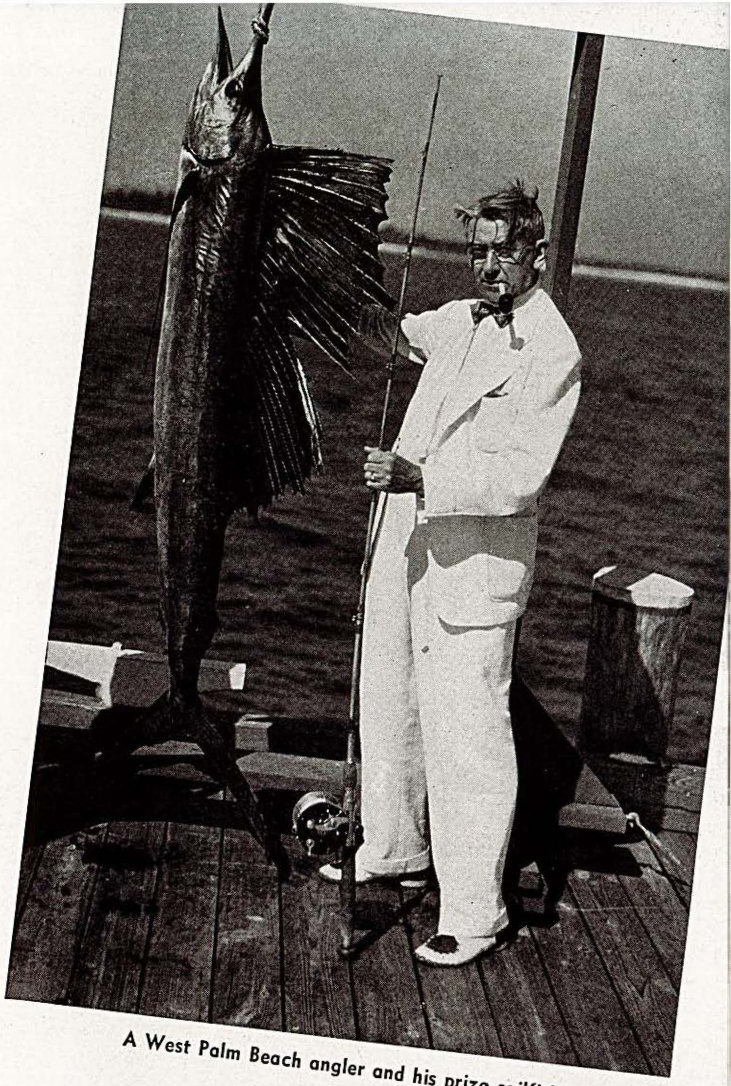
Uncrowded beaches warmed by the Gulf Stream

scaped golf links, tennis courts, beach clubs, casinos, fleets of fishing and pleasure craft. Wheel chairs, propelled by cheerful negroes, constitute its traditional mode of transportation. Among the many sumptuous hotels at Palm Beach, the celebrated Breakers, on the ocean shore, is the center of its brilliant social season.

WEST PALM BEACH, population 30,000, just across Lake Worth from Palm Beach, caters to the business requirements of an extensive area. Three bridges, spanning Lake Worth, make the two sections practically one. The city on the mainland shares generously in the beauties, climatic and recreational advantages of its noted sister. Groves of coconut palms fringe its frontage on Lake Worth, adorn its streets, residential districts and parks. It has a wide variety of good hotels, apartments and cottages.

Looking across Lake Worth toward Palm Beach from its sister community

The City of Lake Worth's fine bathing Casino and beach



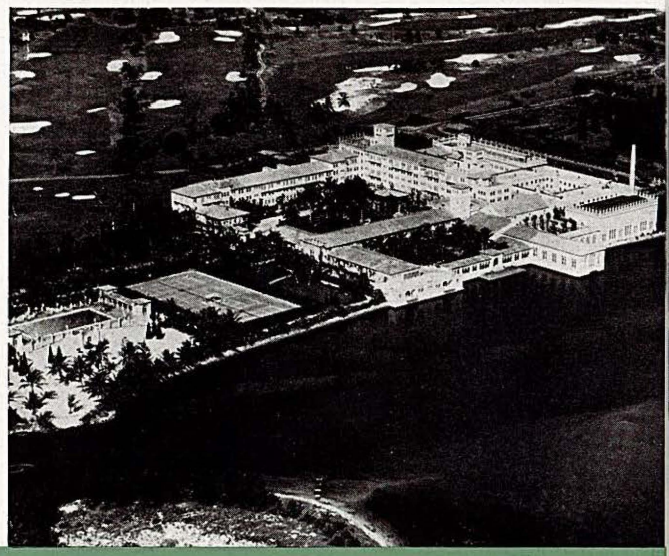
A West Palm Beach angler and his prize sailfish

Fishing is an outstanding sport at West Palm Beach. A short cruise from its docks brings one to the Gulf Stream, where sailfish and other coveted denizens of the deep abound. Portions of Lake Worth, nearby inlets, bridges and jetties, also bodies of fresh water back of the city lure many anglers. West Palm Beach's annual Silver Sailfish Derby is one of Florida's popular seasonal events, scheduled for the last of January and first of February.

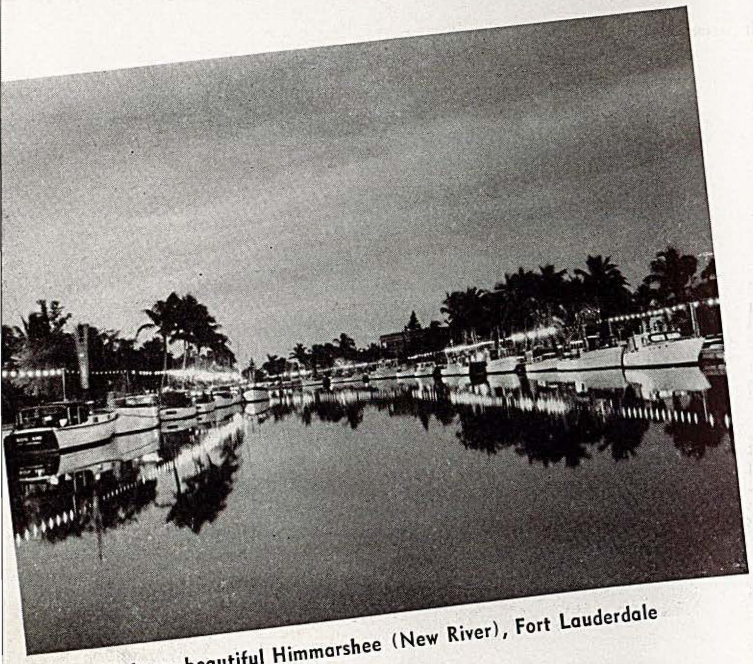
LAKE WORTH, population 6,000, almost adjoins West Palm Beach on the south, and likewise enjoys the strong residential and resort attractions of this section. It is a modern municipality possessing a fine beach and casino, golf course, comfortable hotels, apartments and homes.

DELRAY BEACH, population 3,000, lies 17 miles south of Palm Beach. It fronts directly on the ocean and less than half a mile separates its municipally owned beach and business district. All forms of recreation are convenient and inexpensive at Delray Beach where the climate, due to the influence of the nearby Gulf Stream, is also exceptionally mild.

BOCA RATON, nine miles south of Delray Beach, consists of the Boca Raton Club, an exclusive resort establishment where wonderful facilities exist for luxurious living and recreation in a picturesque tropical environment.



Boca Raton Club showing one of its golf courses beyond



Night on beautiful Himmarshee (New River), Fort Lauderdale

FORT LAUDERDALE, population 15,000, is a fast growing city 25 miles north of Miami. Yachts and smaller craft line the banks of the deep New River, which flows through the heart of this town. Palms, tropical vegetation and Venetian-like waterways lend it distinctive beauty. Shuffleboard courts and other forms of municipally provided recreation are available in addition to a splendid beach and recently opened beach hotels. Foremost among Fort Lauderdale's sports is fishing due to the proximity of fine angling waters. One can leave the docks in the heart of the city and a few minutes later be trolling for big game-fish in the Gulf Stream. Boats of all kinds and experienced guides are at hand. Accommodations include a number of good hotels, boarding houses, apartments and cottages.

PORT EVERGLADES, four miles south of Fort Lauderdale, and a short distance from the main line of the Florida East Coast Railway, is the deepest harbor

Winter bathing is delightful in the Gulf Stream warmed surf at Ft. Lauderdale and Hollywood

on the south Atlantic Coast, between Norfolk and New Orleans. From this point large ocean-going freight car ferries operate, in connection with the Florida East Coast Railway, to and from Havana, providing a fast, convenient all-rail freight route between the United States and Cuban soil.

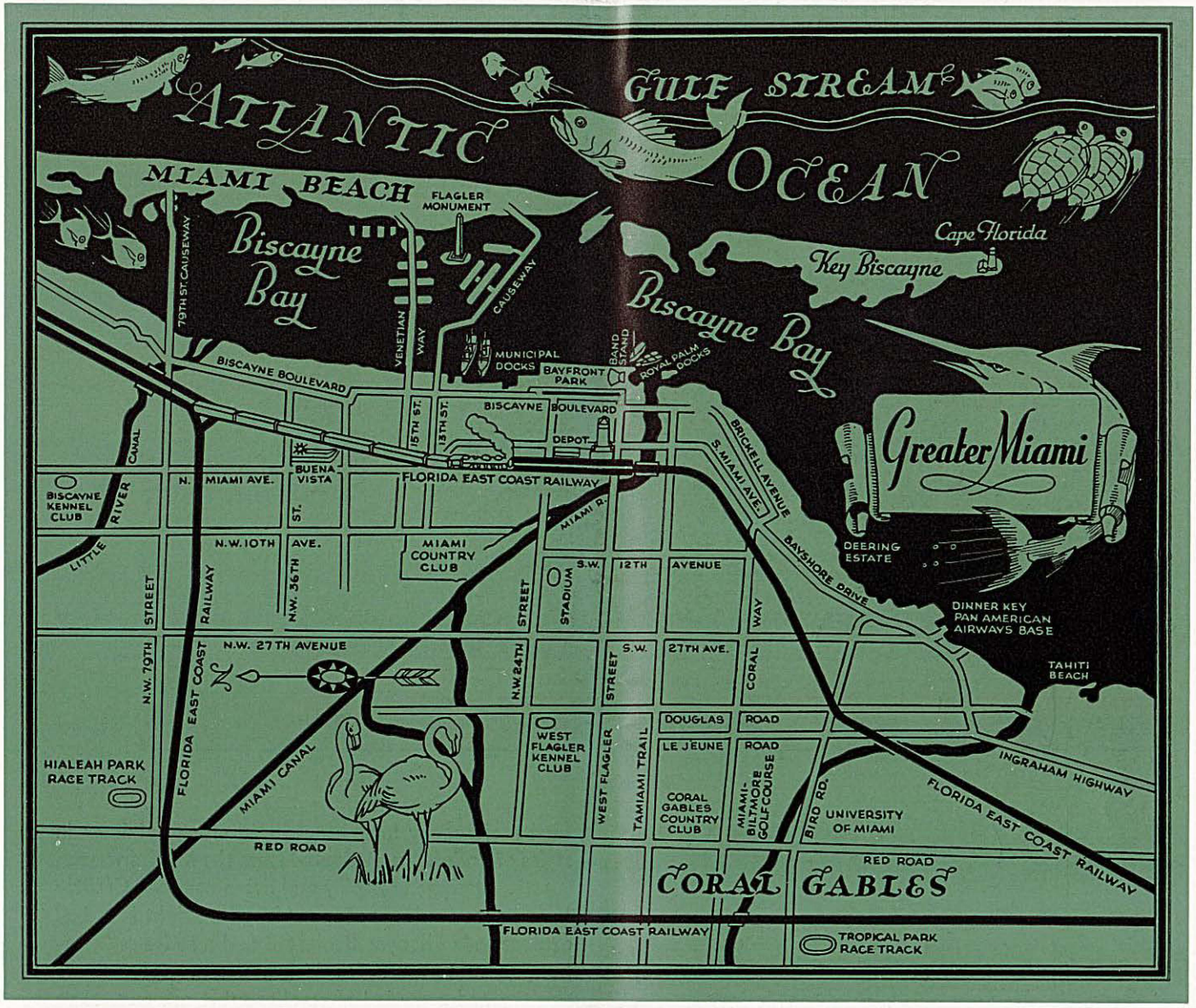
HOLLYWOOD - BY - THE - SEA, population 4,300, fronts directly on the ocean, 18 miles north of Miami. Coconut and royal palms shade its wide streets. Bathing is a delight all winter long on its convenient beaches. Two golf courses, good fishing and other advantages round out its appeal to a host of visitors. Overlooking a part of the beach rises the immense Hollywood Beach Hotel. In addition Hollywood offers several good smaller hotels, many apartments and cottages.

Tournament play on a Hollywood golf course

A part of Miami's famed Biscayne Boulevard

FLORIDA EAST COAST RAILWAY
FLAGLER SYSTEM

 The Florida East Coast Railway terminal is situated conveniently in the Heart of Miami, a few blocks from the Bay Biscayne and principal hotels

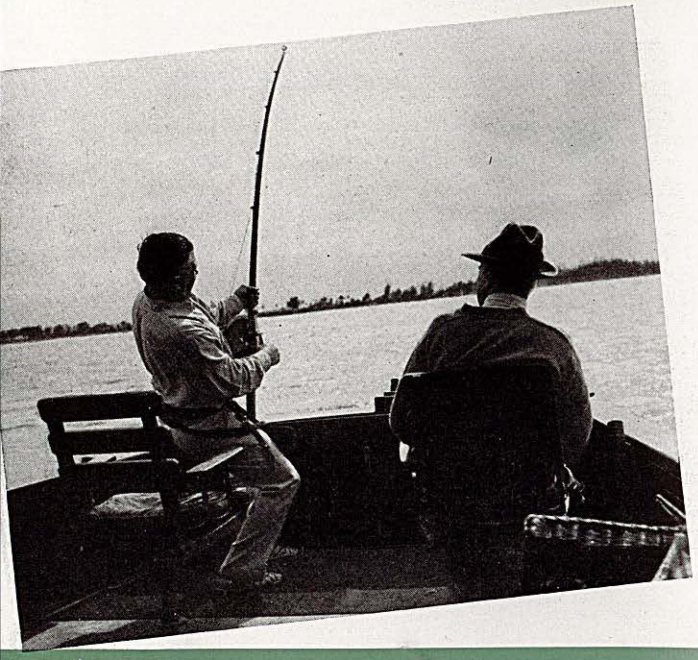


Miami, Miami Beach and Coral Gables

To many Florida means Miami and vicinity, for this favored area on the lower East Coast of Florida has become the most populous winter resort area in America. Greater Miami now entertains over a million visitors annually. It has grown from a little Indian trading post to a fascinating residential playground and sports center with a population of 150,000 within the brief space of 40 years and is still rapidly expanding. The Florida East Coast Railway played an important part in this phenomenal development. In 1896, when this pioneer railway penetrated the wilds of South Florida, there were only two families living where Miami now stands. Today its trains speed thousands to a terminal conveniently located in the heart of this Magic City.

Basking on the shores of Bay Biscayne, Miami and its suburbs are a paradise of tropical vegetation, red-

Yachts from all sections tie up at Miami



tiled roofs, many hued stucco and stone buildings in styles of architecture adapted from the Mediterranean coasts. Designed for play and living comfort, Greater Miami covers a large area. Along its bright blue bay extends wide Biscayne Boulevard and a series of beautiful bayfront parks. On this waterfront yachts of the wealthy and a myriad of smaller craft are moored or ride at anchor. Coconut and royal palms, exotic flowers and shrubs give the city a thoroughly tropical, almost foreign aspect.

Prevailing southeast trade winds blowing over the Gulf Stream, which can be clearly seen from its beaches, account for the unsurpassed quality of Miami's climate. It has an average winter temperature of 71 degrees. Cool seabreezes relieve the summer months when the thermometer seldom reaches 90. On an average of 359 days of the year this area is blessed with health-giving sunshine.

Hold on there, don't let him get away

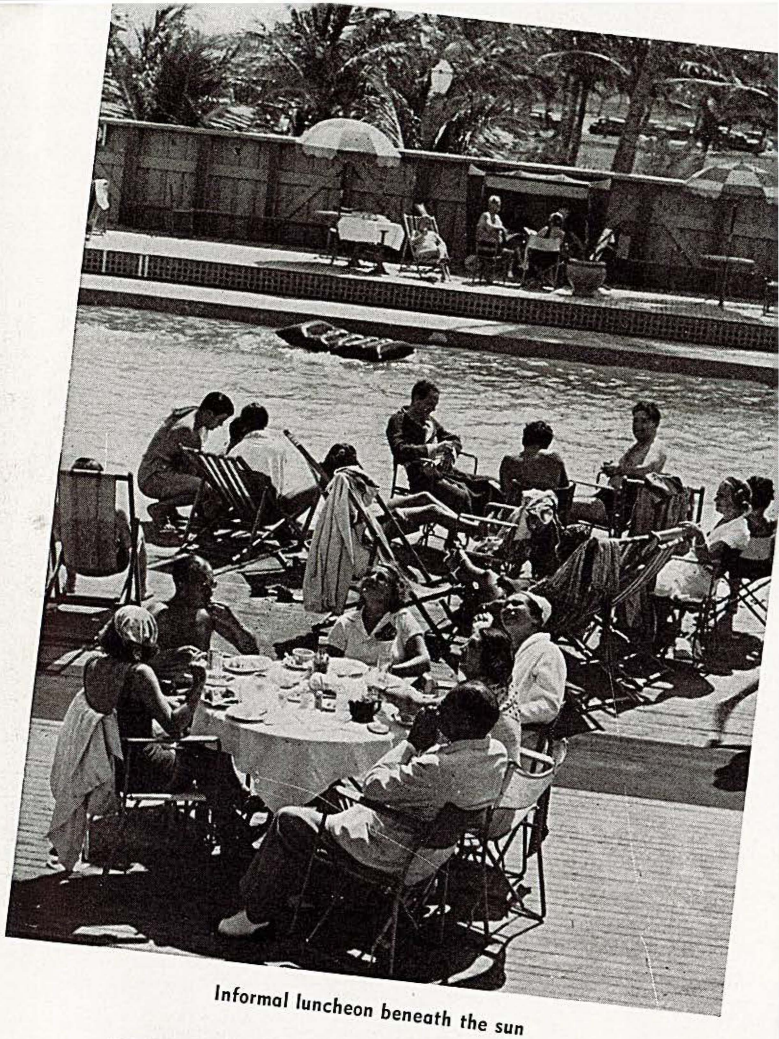
Courtesy Miami Daily News

A Miami riding party pauses for breakfast

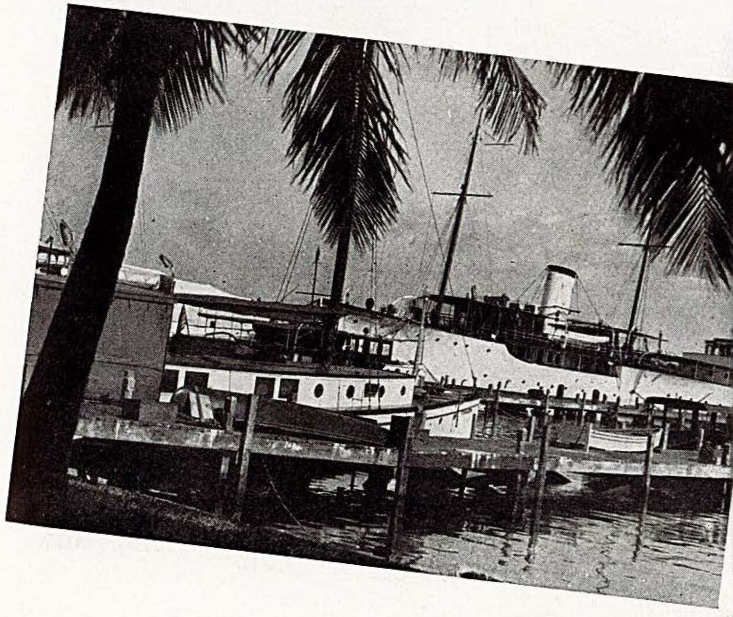
To some Greater Miami suggests a nut-brown coat of tan on golden beaches; the delight of surfbathing while those back home are snowbound; dancing beneath the swaying palms and a round of social gayety. To others it suggests the thrills of horse-racing, the beat of hoofs as thorobreds flash down the stretch and shouting crowds greet the finish. For still others its greatest charm may lie in its velvet green golf courses, activity on its tennis courts or the challenge of the fish that lurk in its surrounding waters. Or, again, the supreme comfort of lounging carefree in its palm shade with a good book for a companion may be sought. Greater Miami is all of these, combining the appeal of many resorts within this enchanted area.

Miami, Miami Beach and Coral Gables offer an almost endless round of amusements, so many things to see and do—horseracing on magnificent tracks; eleven golf courses and tournaments of note; tennis courts and championship competition; polo fields; regattas; miles of tropical beaches both public and private; dogracing of a high calibre; all types of fishing and fleets of boats for charter. And when night falls and a tropical moon glistens on the bay, and sifts through the palm fronds, the whirl of life goes on at night clubs, casinos and theatres.

With accommodations for 250,000 visitors at a time, Greater Miami is within the range of all classes. Its hundreds of hotels, thousands of apartments and cot-



Informal luncheon beneath the sun



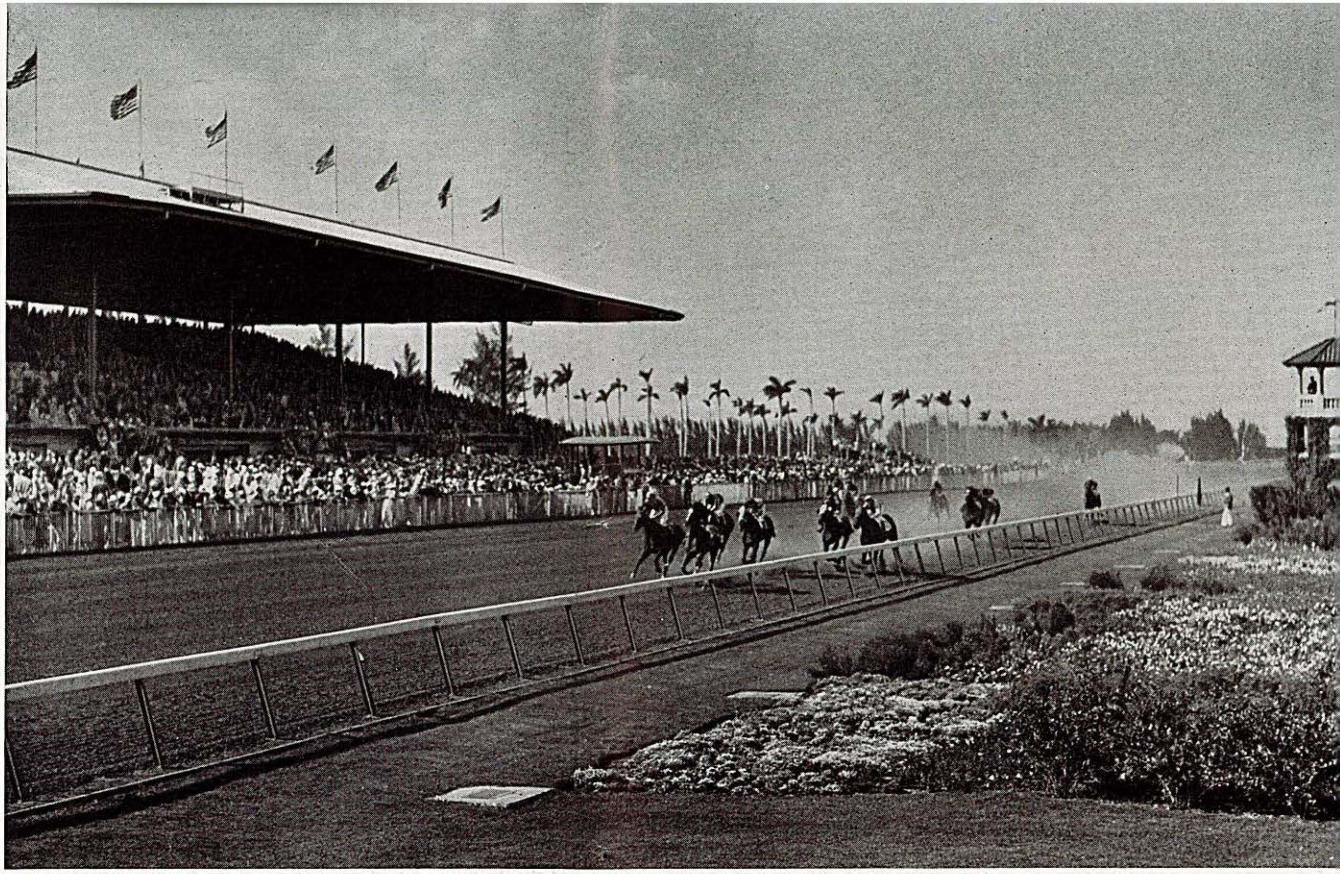
There is plenty to see along Miami's bayfront docks

Bathing beauties are inevitable at Miami Beach

tages range from the luxurious to those providing plain but comfortable living quarters at moderate rates. Its scores of restaurants, cafeterias and tea rooms serve excellent meals at very reasonable prices.

MIAMI BEACH is reached by three wide causeways across Bay Biscayne from the city on the mainland. This marvelous island district lying between the ocean and the bay, comprises an area some 10 miles long and one to three miles wide, rivalling Palm Beach in beauty. Golf courses, parks, artificial and natural waterways are interspersed among its residential areas which comprise thousands of attractive modern homes and many estates. Coconut and royal palms, exotic tropical flowers and vegetation lend their charm and color. On the ocean front are miles of public and private palm-fringed bathing beaches, many sumptuous beach clubs. Polo fields, scores of luxurious hotels and apartments round out its distinction as a fashionable Riviera.

CORAL GABLES, located to the southwest of Miami is an attractive suburb in which the Spanish type of architecture prevails. Here the renowned Miami Biltmore Hotel combines an exclusiveness of location with convenient accessibility to all the activities of the Greater Miami area. Coral Gables is also the home of the University of Miami, one of Florida's growing institutions of higher learning.

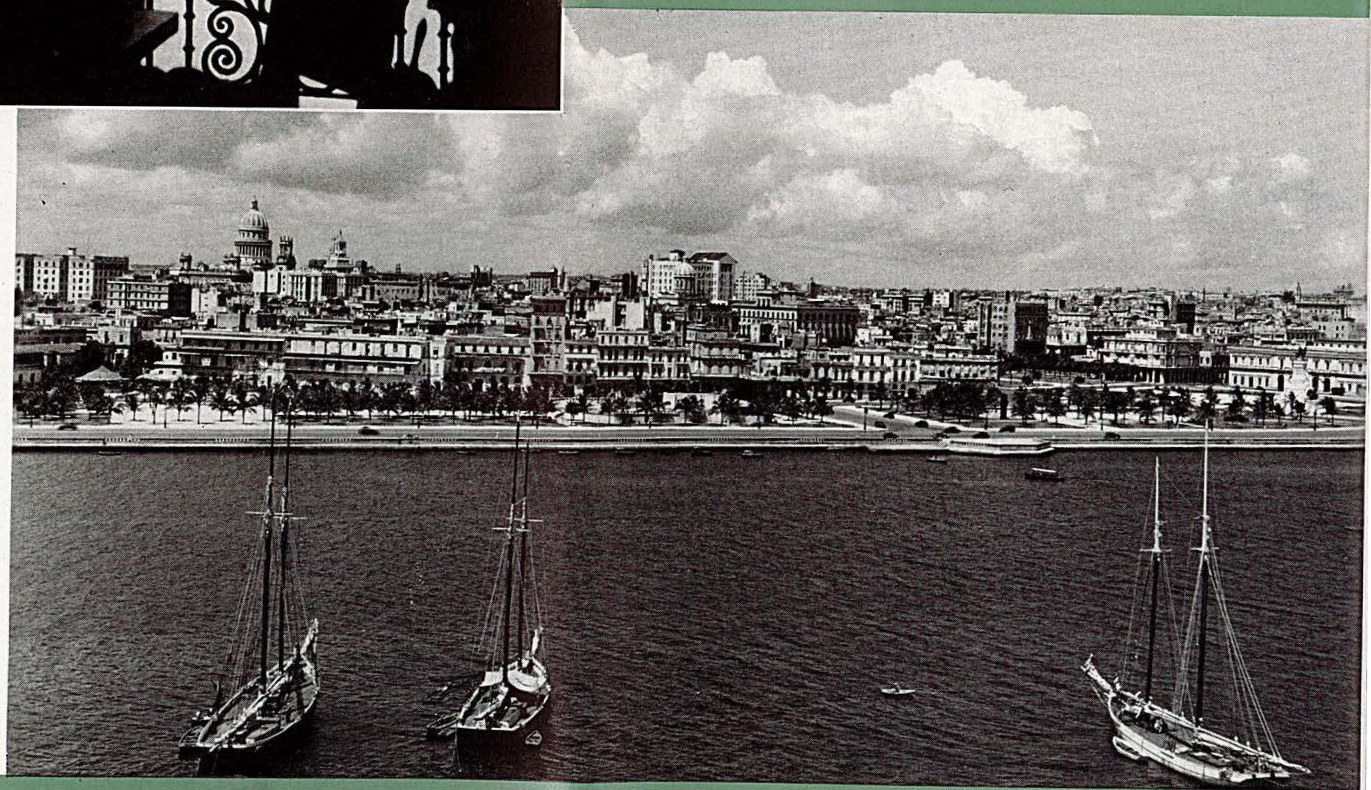


The "Sport of Kings" at one of Miami's beautiful tracks

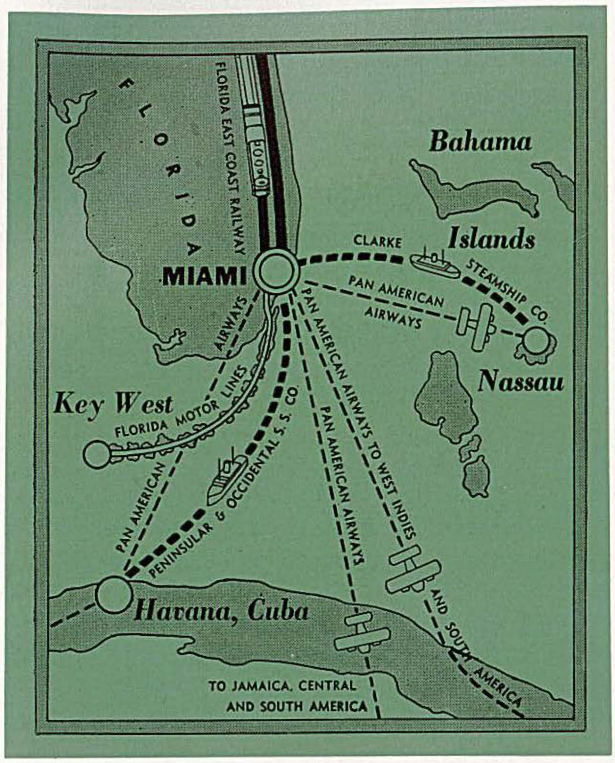
Golf has its host of followers

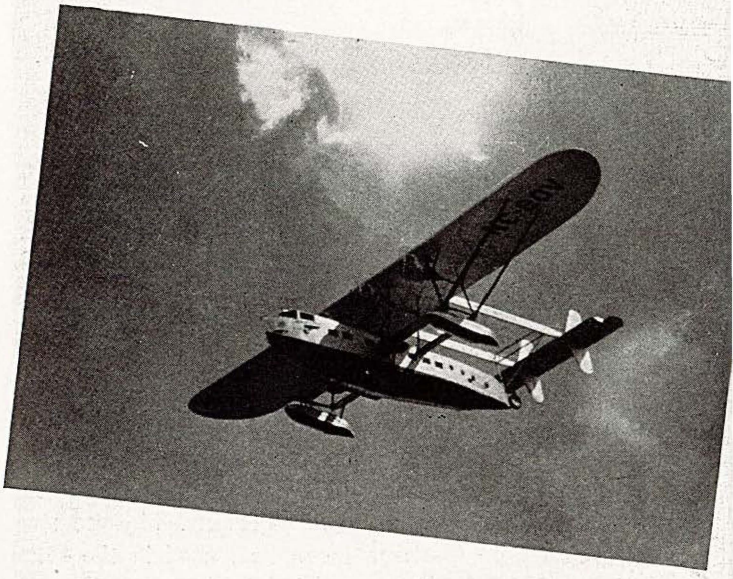
A Miami Beach seaside pool and cafe

(left) Ancient Columbus Cathedral, Havana
(above) A street in the old section of the city



The waterfront of Havana seen as your steamer passes Cabanas Fortress





Places Reached from Miami

Due to its advantageous location, Miami has become an important gateway for travel and commerce to nearby foreign lands such as the Bahama Islands, West Indies, Mexico, Central and South America. Fast trains over the double track Florida East Coast Railway to Miami, thence connecting plane or steamer save many days en route to these places. A visit to Havana, Cuba; Nassau, Bahamas; or Pan American destinations may be conveniently combined with a vacation or business trip to this Florida Riviera.

KEY WEST is a unique island city at the tip end of the Florida Keys reached from Miami by Florida Motor Lines bus or motor across the spectacular Overseas Highway. Surrounded by the sea on all sides it possesses a restful, half-foreign, romantic maritime atmosphere, excellent fishing. One of the Flagler System Hotels, the Casa Marina, is located here.

HAVANA, CUBA, is a city also well worth seeing, so foreign that to visit it borders on a trip abroad. Florida East Coast Railway trains connect at Miami with Havana-bound planes and steamer. Step from your train aboard a Pan American Airways "Clipper" and you alight in Havana 2½ hours later.

Leaving Miami in the evening, luxurious Peninsular & Occidental steamships provide a restful overnight trip to Havana. Sailings are frequent and low round-trip excursion fares include meals and berth at sea.

NASSAU, BAHAMAS, a bit of old England, lies just beyond Miami's eastern horizon. Pan American Airway's flying ships take you to this coral gem in a little over two hours, or you can make the trip by commodious steamship overnight. Both services connect conveniently with Florida East Coast Railway arrivals at Miami.

WEST INDIES and PAN AMERICAN COUNTRIES —Miami is the largest international airport in the United States. From the Pan American Airway's modern Miami base, giant planes fly the sky lanes to Cuba, the West Indies, Santo Domingo, points in Mexico, Central and South America.

HELPFUL SUGGESTIONS

For Planning Your Trip to Florida

In this booklet it has been possible to include but a brief account of the principal Florida East Coast cities and resorts. Should you desire more detailed information about any of them before your departure, this can readily be obtained by addressing an inquiry to the Chambers of Commerce of those places in which you are interested, most of which publish detailed descriptive literature of their own.

About Living Costs

In general, living costs will be found lower in the smaller communities on the East Coast of Florida than in the larger more prominent resorts. Five-room cottages and apartments can be rented in the former for $30 to $50 per month, while similar accommodations in the larger places may run $60 to $75. Rents for furnished rooms vary from $15 to $30 per month. More favorable rates may be obtained for longer periods of occupancy.

Information as to available cottages, apartments and rooms may best be secured by writing to Chambers of Commerce, stating in detail the kind of accommodations desired.

Hotel Accommodations

It has not been possible to include in this booklet a sufficiently comprehensive list of hotels and their respective charges to serve even as an approximate guide to prospective patrons. At all of the places described in this booklet good hotels are available. Under the supervision of the Florida State Hotel Commission, high standards of hotel equipment and ethical practice are maintained. Chambers of Commerce are prepared to supply upon request complete lists of hotels and their current rate scale in their respective communities.

On Arranging Transportation

A railway trip to the East Coast of Florida involves no more complicated arrangements than a short journey between two nearby cities. Your baggage can be conveniently checked through to destination. In most cases, it will not even be necessary to change trains, but if a change is required, it can generally be made with little trouble within the same railway station.

You will find your local railway agent usually supplied with full information as to fares and train schedules to points on the Florida East Coast Railway. He will be glad to assist you. Or, if preferred, the Passenger Traffic Department of the Florida East Coast Railway will welcome an opportunity to be of service in arranging your trip.

Florida Travel Specialists

The following representatives of the Florida East Coast Railway are experienced specialists in Florida travel, intimately acquainted with the territory served by this line. It will be a pleasure for them to answer any questions you may have as to fares, train schedules and accommodations, to make your reservations and prove helpful in other ways. Do not hesitate to communicate with them.

NEW YORK OFFICE . . . 16 East 44th Street
L. J. IRVIN, Assistant General Passenger Agent

JACKSONVILLE, FLA. . . 239 West Forsyth St.
J. D. INGRAHAM, Assistant General Passenger Agent

WEST PALM BEACH, FLA. . . 309 Datura Street
F. B. MAY, District Passenger Agent

MIAMI, FLA. . . . . 201 S. E. First St.
GEO. L. OLIVER, Assistant General Passenger Agent

GENERAL OFFICES . . . St. Augustine, Fla.
J. D. RAHNER, General Passenger Agent

FLORIDA EAST COAST RAILWAY

FLAGLER SYSTEM

W. R. KENAN, JR., AND S. M. LOFTIN, RECEIVERS

FLAGLER SYSTEM
HOTELS

1938-39 Season

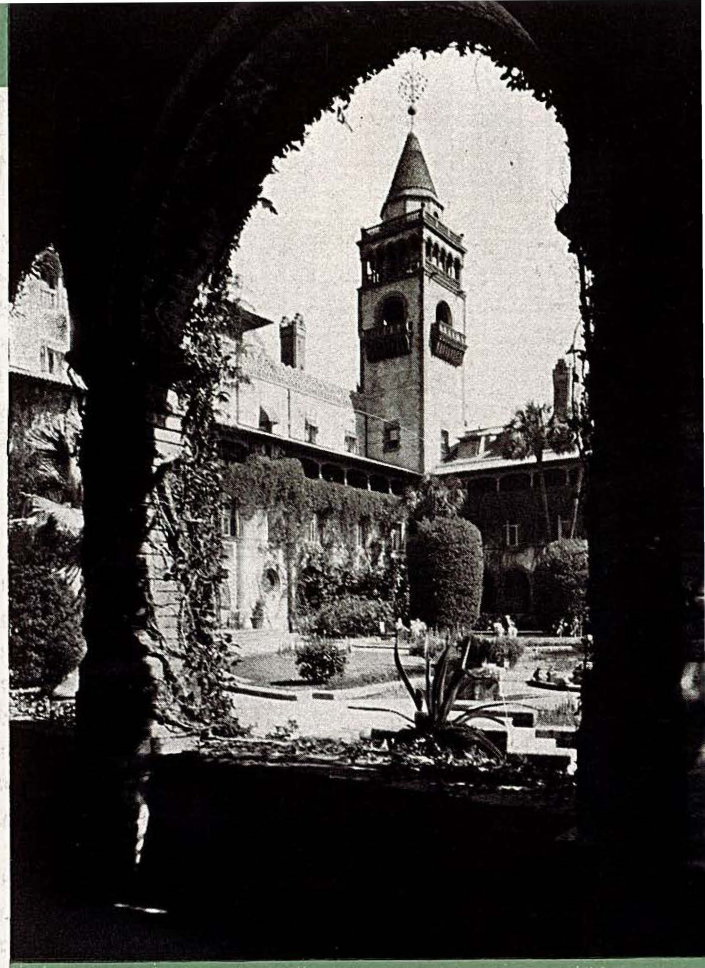
"Whoe'er has travel'd life's dull round,
Where'er his stages may have been,
May sigh to think he still has found
The warmest welcome at an Inn."
—SHENSTONE.

A Complete Resort Service

THE FLAGLER SYSTEM HOTELS afford not only luxurious living accommodations, but ideal provisions for rest and recreation amid an atmosphere of exclusive refinement. Their spacious grounds include putting greens, tennis courts, inviting walks and verandas for the more complete enjoyment of Florida's health-giving sunshine and beauty. Associated golf courses and beaches are conveniently nearby, in the case of Hotel Ormond and The Breakers adjacent to the hotel itself.

Years of experience as hosts to a distinguished clientele have given the Flagler System Hotels an enviable social prestige. Their luxurious appointments, excellence of service and cuisine, and complete resort facilities appeal to people of discriminating taste.

Rates will be quoted upon application and advance reservations can be made through their New York Office at 2 West 45th Street.



The restful beauty of the Hotel Ponce de Leon

PONCE DE LEON . . . . . St. Augustine

Mr. B. R. Howe, Manager
Opens January 7th, 1939; Closes April 3rd, 1939
AMERICAN PLAN

HOTEL ORMOND . . . . . Ormond Beach

Mr. Sheridan W. Scott, Manager
Opens January 5th, 1939; Closes April 5th, 1939
AMERICAN PLAN

THE BREAKERS . . . . . Palm Beach

Mr. John W. Greene, Manager
Mr. Carter L. Gardner, Assistant Manager
Opens December 15th, 1938; Closes April 15th, 1939
AMERICAN PLAN

CASA MARINA . . . . . Key West

Mr. Peter Schutt, Manager
Opens December 10th, 1938; Closes April 1st, 1939
AMERICAN PLAN

FLORIDA EAST COAST HOTEL COMPANY

FLAGLER SYSTEM